

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A food or pharmaceutical product comprising Use of titanium dioxide pigments and/or iron oxide pigments each based on platy substrates[,] ~~for imparting colouring to said food products or pharmaceutical product products.~~
2. (Currently Amended) Products ~~Use of titanium dioxide pigments and/or iron oxide pigments~~ according to Claim 1, wherein ~~characterized in that~~ the platy substrate is a mica platelet, Al₂O₃ platelet, TiO₂ platelet or SiO₂ platelet.
3. (Currently Amended) Products ~~Use of titanium dioxide pigments and/or iron oxide pigments~~ according to Claim 1, wherein ~~characterized in that~~ the iron oxide pigment is a platy substrate coated with Fe₂O₃ or Fe₃O₄.
4. (Currently Amended) Products ~~Use of titanium dioxide pigments and/or iron oxide pigments~~ according to Claim 1, wherein ~~characterized in that~~ the titanium dioxide pigment content and/or iron oxide pigment content in the food product or pharmaceutical product is 0.005 to 15% by weight.
5. (Currently Amended) Products ~~Use of titanium dioxide pigments and/or iron oxide pigments~~ according to Claim 1, wherein ~~characterized in that~~ the titanium dioxide pigment and/or the iron oxide pigment are ~~can be~~ mixed in a ratio of 1:20 to 20:1.
6. (Currently Amended) Products ~~Use of titanium dioxide pigments and/or iron oxide pigments~~ according to Claim 1, comprising ~~characterized in that~~

titanium dioxide pigments and/or iron oxide pigments combined with one or more pearlescent pigments, coated or uncoated TiO₂ platelets, SiO₂ platelets, natural or nature-identical colorants, colour pigments or natural plant or fruit extracts ~~are used.~~

7. (Currently Amended) Products Use of titanium dioxide pigments and/or iron oxide pigments according to Claim 6, wherein ~~characterized in that~~ the titanium dioxide pigments and/or iron oxide pigments are used in combination with one or more pearlescent pigments based on mica coated with TiO₂, Fe₂O₃ or a TiO₂/Fe₂O₃ mixture.

8. (Currently Amended) Products Use of titanium dioxide pigments and/or iron oxide pigments according to Claim 1, wherein ~~characterized in that~~ the iron oxide pigment is a mica platelet, SiO₂ platelet or TiO₂ platelet coated with Fe₃O₄.

9. (Currently Amended) Products Use of titanium dioxide pigments and/or iron oxide pigments according to Claim 1, wherein ~~characterized in that~~ the food product or pharmaceutical product is furnished with a coating of shellac, oils, waxes, gum arabic, celluloses, polymethacrylates or icing comprising titanium dioxide pigments and/or iron oxide pigments and optionally additional ~~if appropriate other~~ pigments and/or colorants.

10. (Currently Amended) Process for the production of food products and pharmaceutical products coloured by titanium dioxide pigments and/or iron oxide pigments according to Claim 1, comprising adding ~~characterized in that~~ the titanium dioxide pigment and/or iron oxide pigment is added to a ~~the~~ product to be coloured alone or in combination with other pigments or colorants in a ~~the~~ desired quantitative ratio ratios, simultaneously or successively, during or after ~~their~~ production.

11. Canceled